

VCU MAGAZINE

AUGUST 1975

**FEATURING FOR
YOUR PERUSAL
AND EDIFICATION
A HIGH-CLASS
DEFENSE OF THE
IMPORTANCE OF
COMIC ART, AN
IN-DEPTH LOOK
AT THE PROBLEMS
OF DRUG ABUSE,
AN INTERVIEW
WITH VCU'S NEW
PRESIDENT, AS
WELL AS CAMPUS
NEWS AND
CLASS NOTES!**



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August 1975

VCU magazine

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Comics as culture

By M. Thomas Inge
Chairman, Department of English

The comic strip has been defined as an open-ended dramatic narrative about a recurring set of characters told in a series of drawings, often including dialogue in balloons and a narrative text, and published serially in newspapers. The daily and Sunday comic strips are part of the reading habits of more than 100 million people of all educational and social levels. During the first half of this century, surveys have indicated that 60 percent of newspaper readers consider the comic page the priority feature in their reading. Along with jazz, the comic strip as we know it represents America's major indigenous contribution to world culture.

Comic books, on the other hand, originally an offshoot of the comic strip, are regarded with considerable suspicion by parents, educators, psychiatrists, and moral reformers. One critic has called them "crude, unimaginative, banal, vulgar, ultimately corrupting." They have been investigated by governmental committees and subjected to severe censorship. Yet even in today's uncertain market, more than 200 million copies are sold a year, and the comic book collecting business has become an important area of investment with its own price guides and publications to facilitate exchange and trade.

Any phenomenon which plays so heavily on the sensibility of the American populace deserves study purely for sociological reasons if for no other. The comics serve as revealing reflectors of popular attitudes, tastes, and mores. Because comic strips appear in daily newspapers, a publication designed for family consumption, the syndicates, editors, and publishers submit strips to the severest kind of scrutiny and control to be sure that no parent, political bloc, or advertiser whose support it courts will take offense. In the thirties conservative Harold Gray once had to redraw a *Little Orphan Annie* sequence because of its attack on one of Franklin Delano Roosevelt's New Deal programs, and the liberal-slanted *Pogo* strip by Walt Kelly was often banned in the fifties in southern newspapers because of its satirical thrusts at school segregationists.

Examine the comics in any daily newspaper and each will be found to support some commonly accepted notion or standard of society. *Blondie*, *Archie*, *Mary Worth*, *Li'l Abner*, and *Gasoline Alley* support the idea that the family is the basic social unit. *Judge Parker*, *Rex Morgan*, *Mark Trail*, and *Gil Thorpe* support the concepts of decency and fair play among the professions. While *The Wizard of Id*, *B.C.*, *Peanuts*, *Funky Winkerbean*, *Doonesbury*, and *Conchy* are overtly satirical, they also provide a rational standard against which

the aberrations they portray can be measured and found laughable. Why is Andy Capp, who drinks heavily, gambles, and commits adultery, permitted to violate these social taboos on the pages of the funny papers? Possibly because he is British and is not likely to be confused with Americans. It is little wonder that Andy has such a large following—he is a stubbornly unpredictable and incorrigible individualist among many repetitious and mindless Caspar Milquetoasts.

Comic books are submitted for approval prior to publication to the Comics Code Authority, which exercises the most severe censorship applied to any mass media. Guidelines prohibit displays of sex, adultery, divorce, drugs, corrupt authority, or unpunished crimes. Submission to the authority requires a medium mainly irrelevant to reality; thus characters escape into a world of fantasy, dominated by superheroes, a world in which both might and right are on the side of morality. When needed to support his country in time of war, however, no superhero has ever dared to refuse.

The underground press comic strips and books, which came into being partly to defy the restrictions of the Comics Code Authority, ironically have failed to escape the basically political nature of American comic art. The defiance of American



Will Eisner's work in *The Spirit*, a 1940s comic book supplement to newspapers, demonstrated a striking use of angle, framing, lighting, mood, and detail characteristic of the cinema.

Copyright © 1975 Will Eisner

materialism by Robert Crumb, however, approaches anarchy, the rejection of society's sexual taboos by S. Clay Wilson is absolute, and the doomsday vision of Spain Rodriguez predicts the total destruction of civilization. These are radical stances beyond the pales of political ideology, and the underground cartoonists have had the incredible luxury of unrestricted artistic freedom. Their work thus holds promise of a politically untrammelled comic art of the future.

The comics also derive from popular patterns, themes, and symbols of Western culture. Chester Gould has credited Sherlock Holmes as the inspiration for Dick Tracy (compare the shape of their noses), and Superman was based on Philip Wylie's 1930 novel *Gladiator*. *Bringing Up Father*, better known as "Maggie and Jiggs," by George McManus was inspired by a popular play. *The Rising Generation*, and Philip Nowlan based *Buck Rogers* on his own short story "Armageddon 2419." Dick Tracy's gallery of grotesque villains draws on the gothic tradition and follows the medieval concept that the outward appearance reflects the inner character. Flash Gordon, Prince Valiant, Captain Marvel, and the Fantastic Four draw on the heroic tradition to which Hercules, Samson, King Arthur, Beowulf, Davy Crockett, and Paul Bunyan belong.

If the comics have absorbed much of Western tradition, they have also had their influence on popular language and culture. Word coinages deriving from comic strips, and still found in general currency, include *jeep*, *baloney*, *yardbird*, *horsefeathers*, *google-eyed*, and *twenty-three skidoo*. There are Rube Goldberg contraptions and Micky Mouse courses. Certain foods are inextricably associated with certain characters: Popeye's spinach, Wimpy's hamburgers, Jiggs's corned beef and cabbage, and Dagwood's incredible sandwiches. Buster Brown clothes and shoes can still be bought, and the



Andy Capp by Reggie Smythe,
Courtesy of Field Newspaper Syndicate

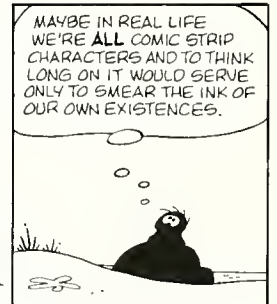
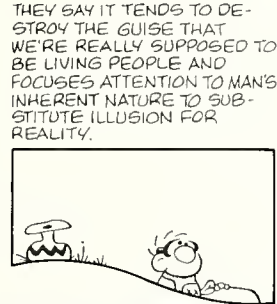
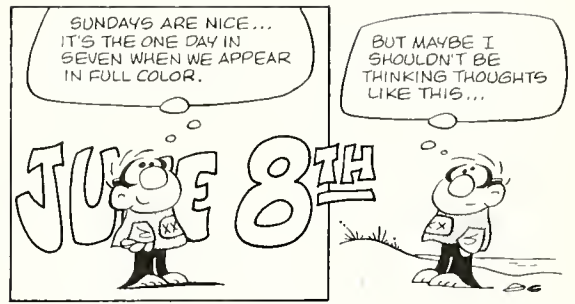
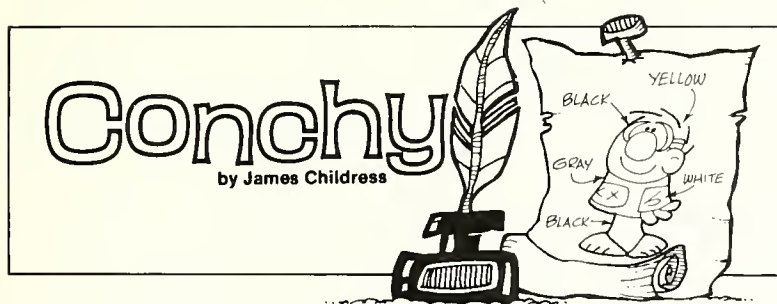
Unlike most comic strip husbands, Andy Capp refuses to work, drinks to an excess, stays out all night, and chases women. He probably gets away with it because American readers recognize he is British and realize that he is not intended to represent typical American behavior. The real reason for his popularity, however, stems from his willingness to recognize his human failings and accept himself for the miserable sinner that he is.

Prince Valiant haircut has been popular at times. While Charlie Brown did not invent the expletive "Good Grief!" it will be several decades before anyone can use the phrase without automatically associating it with Charles Schulz's diminutive loser in the game of life.

Perhaps a major reason for recognizing and studying the comics is the fact that they are one of the few native American art forms. Literature, drama, music, film, and the other forms of popular culture were largely established in Europe and most American practitioners (with perhaps the exception of film) have followed the patterns and standards established by foreign masters—Joyce, Ibsen, the Beatles, or Eisenstein. In the comic strip and the comic book, however, Americans have defined

the forms, expanded their aesthetic possibilities, and become the first masters of their unique visual and narrative potential. Winsor McCay, George Herriman, Alex Raymond, Hal Foster, Roy Crane, Milton Caniff, and Will Eisner are just a few of the internationally recognized geniuses of the comic strip, and all are Americans.

In a great variety of ways, the comics have influenced the general culture of the United States and the world. Pablo Picasso was supplied with American funny papers in France by his friend Gertrude Stein, and he drew inspiration from them for much of his work, such as *The Dream and the Life of Franco* (1937). When samples of George Herriman's brilliant *Krazy Kat* pages circulated in France, they were recognized as early examples of dada art, and a few great modern masters, such as George



Conchy by James Childress is distinguished by its deep philosophical examinations of society and human nature. In this particular Sunday page, Childress uses the conventions of the comic strip format to make a metaphoric comment on illusion and reality. This sort of complex self-awareness on the part of comic strip characters is unusual.

Conchy by Jim Childress, courtesy of Field Newspaper Syndicate

B. Luks and Lyonel Feininger, produced comic pages early in their careers. The pop art movement of the 1960s witnessed the wholesale appropriation of the forms, symbols, and style of comic art for the individual aesthetic intentions of a number of contemporary artists such as Andy Warhol, Roy Lichtenstein, Mel Ramos, Claes Oldenburg, and Ray Yoshida, among others. They have appropriated the iconography of comic art as an appropriate idiom for communicating their contemporary visions. Comic imagery is liable to crop up in the most unlikely places. In Crystal City, Texas, the "Spinach Capital of the World," there stands a statue of Popeye, erected by a grateful community. The command module of the crew of Apollo 10 answered to "Charlie Brown," while the LEM was named "Snoopy." Blondie helps sell margarine in Norway, and in France Mandrake the Magician promotes Renault automobiles. The Phantom is the subject of a series of highly popular novels published in ten languages throughout all of Europe.

In addition to their sociological value and their cultural signifi-

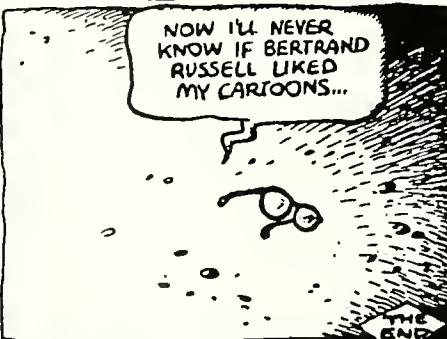
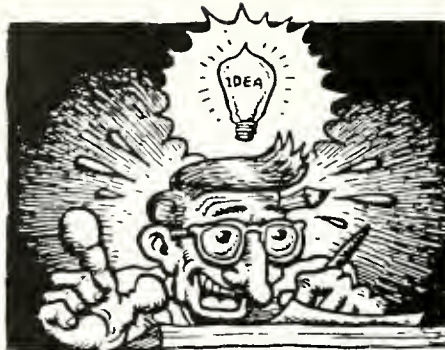
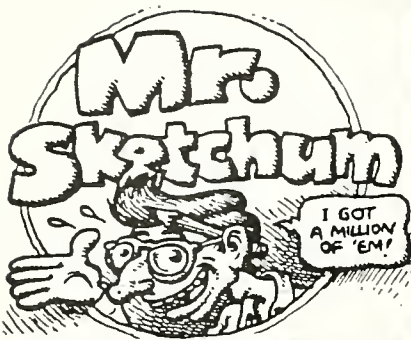
cance, the comics are also of importance unto themselves, as a form of creative expression apart from their relationships to other forms of art. This is the most difficult area to write about because we lack the critical vocabulary and have not even begun to define the structural and stylistic principles behind successful comic art. Instead we tend to rely on terms borrowed from other areas of creative expression.

For example, we can talk about the comics as a form of communication and how they can be used as propaganda, in advertising, for the dissemination of information, or as instructional aids. Reading teachers have only recently begun to realize the effectiveness of comic books in teaching reluctant or unresponsive children to read—fascinated with the pictures and the story being portrayed, they are led to study the words to figure out what is happening. Contrary to the notion that comic book reading serves as a cop out and escape from reading "real" books, young readers are often led to novels

and plays after reading the comic book adaptations, in the same way adults want to read a book after viewing the movie version of it (a trend so popular that now a book is often not written until after its film version has been released).

We can talk about the comics as graphic art, and clearly the visual attraction is the first thing that captures our attention. The comic artist must confront and solve the same problems of spatial relationships, balance, and form that every artist must face, and nearly all modern artistic movements and styles have either been anticipated by or reflected in the comics. In the case of pop art, they inspired a whole school of painting.

Narration or story telling is also a main function of the comics. They are meant to be read, as opposed to traditional narrative art meant to be viewed and interpreted. While they have never competed with the classics, they have seriously altered popular reading habits by attracting readers away from pulp magazines, dime novels, and cheap tabloids (only detective and



From *Hydrogen Bomb Funnies*, published by Rip Off Press, San Francisco

Copyright 1970 by R Crumb

The underground comic art of Robert Crumb, creator of *Fritz the Cat* and popularizer of the phrase "Keep on truckin'", reflects a radical stance beyond political ideology. Crumb, who portrays himself in this page, is a brilliant innovator who has spawned an entire school of imitators and has had a pronounced impact on popular iconography.

science fiction have withstood the competition and survived). The total work of some cartoonists constitutes something like a novel on the pattern of Balzac's human comedy or Faulkner's Yoknapatawpha County cycle. *Little Orphan Annie* follows the picaresque pattern of *Adventures of Huckleberry*

Finn, and *Gasoline Alley* anatomizes an entire midwestern community much in the tradition of Sherwood Anderson's *Winesburg, Ohio* or Sinclair Lewis's *Main Street*.

It has been suggested that the comics are closest to drama in that both rely on the dramatic conventions of character, dialogue,

scene, gesture, compressed time, and stage devices, but probably the motion picture is closer. Will Eisner, distinguished for his visual innovations in comic art, has stated that "comics are movies on paper." Eisner's work in *The Spirit* has always demonstrated a brilliant use of angle shots, framing, lighting, mood, and detail characteristics of the film medium. When William Friedkin, producer of *The French Connection* and *The Exorcist*, announced his intention to do a film version of *The Spirit* for television, he paid tribute to Eisner's influence on his own work: "Look at the dramatic use of montage, of light and sound. See the dynamic framing that Eisner employs, and the deep vibrant colors. Many film directors have been influenced by *The Spirit*, myself included." Displaying an Eisner cover with a man being chased by an elevated train, Friedkin notes, "This is where I got ideas for the chase in *The French Connection*." Federico Fellini, Orson Welles, and Alain Resnais are other film makers who have acknowledged their indebtedness to the comics for cinematic concepts and techniques. In fact, many standard techniques were first employed in the comics—montage (before Eisenstein), angle shots, panning, close-ups, cutting, framing, etc.

Yet none of these relationships and functions discussed above elucidate comic art for the distinctive and separate medium it happens to be. Text, artwork, and meaning cannot be judged independently of the whole work. Word and picture interact in the best examples without one dominating the other, and quite literally the medium is the message. There has been nothing else quite like comic art on the cultural scene since the invention of the novel for potential in creative challenge and imaginative development.

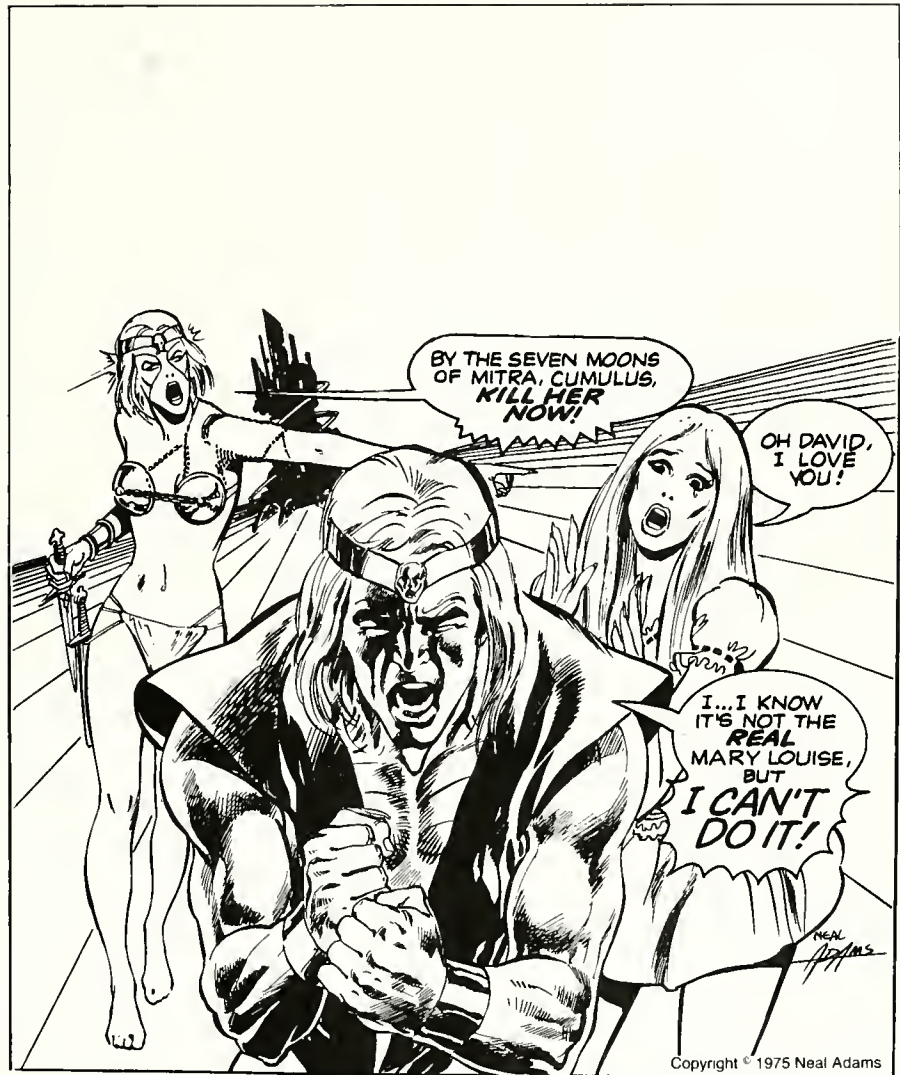
Historical studies, biographies, appreciations, anthologies, and periodicals on the subject of comic art have begun to proliferate recently [for a detailed survey, see

"American Comic Art: A Bibliographic Guide" by M. Thomas Inge in *Choice*, 11 (January, 1975), 1581-1593]. Partly this has resulted from publishers wishing to tap the lucrative nostalgia market, but in many cases because individuals have begun to recognize the importance of documenting this part of our national heritage. The study of comics has become a part of high school, college, and university curricula throughout the country, as well as the Sorbonne and the University of Brasilia. Organizations for the advancement of the comic arts have been established abroad, such as Socerlid founded in Paris in 1967 and ICON founded in Brazil in 1970; and special journals are devoted to the reprinting and study of classic American comic strips, such as *Phenix* in France, *Linus* in Italy, and *Bang!* in Spain.

At least three research centers now exist in the United States and are open to the public—the San Francisco Academy of Comic Art, the Cartoon Museum in Orlando, Florida, and the Museum of Cartoon Art in Greenwich, Connecticut. The latter has recently instituted a Hall of Fame.

When "A Nation of Nations," the Bicentennial exhibition of the Smithsonian Institution, opens next March at the Museum of History and Technology for a five year run, a prominent part of the space will be dedicated to documenting the worldwide influence of the American comics.

Those who hesitate to accept comic art as a significant form of expression might remember that Shakespeare was once merely a contributor to Elizabethan popular culture who spoke to the pit as well as the gallery, and it took decades for the elite to grant his work the respectability it deserved. Perhaps the day will come when some of our major comic artists will be granted the place they deserve in the pantheon of American high culture.



An effective combination of suggestive dialogue and dramatic activity in just one panel of a comic strip can in a remarkably concise way delineate the basic conflict behind the total narrative. The reader can, in fact, develop the rest of the story to suit his own fancy on the basis of this one drawing by Neal Adams.

Editor's note: Dr. M. Thomas Inge, professor and chairman of the English department, is widely recognized as an authority on American comic art. The Smithsonian Institution commissioned him to write an essay on the subject for its catalog of a new exhibit, "A Nation of Nations: An Exhibition in Celebration of the 200th Anniversary of American Independence," scheduled to open in 1976. Last spring he taught a noncredit course on American comic art for VCU's Center for Continuing Education.



Drug users and their abuses

The two major problem drugs in America today are not heroin and cocaine, not marijuana and LSD, not even diet pills and tranquilizers. The two drugs posing the greatest threat, used everywhere and by almost everyone, and at all levels of society are alcohol and tobacco.

"Estimates show that 250,000 people are now dying each year from nicotine abuse and these deaths are on the increase. In 1972 alone there were more than 25,000 highway fatalities that were traceable to alcohol," said Dr. Richard E. Hardy, quoting from the introduction to his recent book, *Types of Drug Abusers and Their Abuses*. Dr. Hardy, who is a professor and chairman of the Department of Rehabilitation Counseling at Virginia Commonwealth University, collaborated on the book with his colleague in the School of Community Services, Dr. John G. Cull. Cull, also a professor of rehabilitation counseling, is director of VCU's Regional Counseling Training Program at the Woodrow Wilson Rehabilitation Center at Fishersville, Virginia. Both men are internationally recognized authorities in the fields of drug abuse and vocational rehabilitation. While they are concerned about the misuse of any chemical substance, they are particularly alarmed by the widespread abuse of alcohol and tobacco.

"If you were to rate the relative harm, or danger, of various

chemical substances of abuse on a scale from one to ten, with ten being at top and the most damaging and one being at the bottom and least damaging, then alcohol and nicotine would place at the very top and the drug tetrahydrocannabinol, which is in marijuana, would be near the very bottom," stated Dr. Cull in a recent interview. He explained that the national social, economic, psychological, and physiological impact of nicotine and alcohol is far greater than that of marijuana ("a rather innocuous drug") and even that of heroin.

Alcohol, he pointed out, can cause brain damage while nicotine is responsible for cancer of the lungs, throat, and larynx. "We have so many drugs of abuse that do much more damage and have a greater deleterious effect nationally than heroin does. Why don't we mobilize just as vigorously against alcohol and nicotine?" queried Dr. Cull.

"If you look at the number of deaths caused each year by alcohol and compare that with the number of deaths caused each year by heroin, there is a stark comparison. If you look at the number of families that are sacrificed by alcohol and if you look at the impact on the gross national product due to reduced productivity, then you can see alcohol's overwhelming impact," said Cull.

Drs. Hardy and Cull, both rehabilitation psychologists, are well qualified to speak on the subject of drug abuse. Between them they have some twenty years' experience in working with alcoholics, heroin addicts, and other types of drug abusers. They also have had more than seventy articles and books published on drug abuse and other subjects related to rehabilitation counseling. In addition to *Types of Drug Abusers and Their Abuses*, their most recent books published by Charles C. Thomas, of Springfield Illinois, include: *Counseling Strategies with Special Populations*; *Drug Language and Lore*; *Psychological and Vocational Rehabilitation of the Youthful Delinquent*; *Rehabilitation Techniques in Severe Disability*; and *Drug Treatment Programs: National and International*. More than thirty reviews of their books have been published in foreign and international journals.

Last February Dr. Cull and Dr. Hardy addressed the International Congress on Drug Abuse and Alcoholism in Bangkok, Thailand. In May the two traveled to Toronto, Canada, where they spoke to the International Association of Rehabilitation Facilities meeting. Just this past June they were invited to address the graduate faculty at Iran's School of Rehabilitation Sciences in Tehran and the Danish Commission on Rehabilitation. They expect to make the trip

“We are conditioned to the use of alcohol and smoking.”

to Iran and Denmark in late summer.

But, what is *drug abuse*? For Cull, there is no easy answer. “If a person plays golf on Saturday and goes back to the clubhouse for a couple of cold beers, is that abusing alcohol? What if a person has to have a quart of alcohol a day? Is that abusing alcohol? Well, I think it is obvious that one is abusing alcohol and the other isn’t because we are looking at the two extremes. But where is the middle ground? Where do you say drug abuse starts? There is no way to say drug abuse starts at a certain point.

“Some people would say that the ingestion of any chemical substance other than for medical purposes is the abuse of that substance . . . If you feel that rigid about it, then it gives you a sense of comfort in being able to say very precisely what drug abuse is,” explained Dr. Cull. Cull and his colleague don’t define drug abuse that rigidly. “I feel that drug abuse occurs when a chemical substance starts to alter an individual’s psychological, social, or economic effectiveness. But this is still a subjective measure. I know of no objective criteria by which you can say this is drug abuse and that is not.”

While they may find it difficult to define drug abuse, Drs. Hardy and Cull have nevertheless categorized twelve different types of drug abusers and their abuse characteristics. In their book *Types*

of Drug Abusers and Their Abuses, they have listed the following types of abusers: the medical profession addict, the pain-prone addict, the abuser of opiates, the military drug abuser, the hippie drug abuser, the street addict, the southern addict, the abuser of stimulants and depressants, the marijuana abuser, the abuser of psychedelic-hallucinogens, the alcohol abuser, the abuser of tobacco, and the ex-addict. Chapters in the book were written by various national authorities in the fields of drug abuse, sociology, psychology, and rehabilitation.

The author of the section on the medical profession addict points out that “narcotic addiction is a serious occupational hazard of the medical profession . . . approximately 15 percent of known narcotic addicts are physicians. Another 15 percent are members of professions allied to medicine—nursing and pharmacy.” The explanations given for the frequency rate among doctors—which is twenty-five to one hundred times greater than that for the general population—are fatigue, overwork, and physical illness.

Another writer describes the so-called southern addict, found in the villages and small towns of the southeast. Such addicts are said to be middle-aged whites who use opiates such as morphine and synthetic narcotics rather than

heroin. Approximately 50 percent of them become addicted to narcotics during medical treatment for a physical illness. After becoming addicted, the majority of them continue to obtain narcotics legally.

In the chapter on alcohol abuse, the writer describes alcohol abuse as one of the major health problems of our time because of its frequency and its potentially devastating effects on the health, welfare, and happiness of the individual. While estimates of the incidence of alcohol abuse vary, the author indicates that 30 percent of the U.S. adult population are moderate to heavy drinkers. Five to 10 percent are considered alcoholics.

“Nicotine is a potent poison widely used as an insecticide,” writes the author in the section on tobacco abuse. He points out that tobacco fits every behavior and chemical criterion for a drug, although it is rarely considered such. Tobacco, which is tried by almost everyone, is used regularly by nearly one-half of the population at some time or other. The author also stated: “If we sincerely desire to reduce drug abuse in general, then our first target must be the early training drugs such as tobacco, alcohol, aspirin, and caffeine.”

According to Hardy and Cull, both alcohol and nicotine are “hard drugs,” drugs upon which, they say, there is a high probability of psychological and physiological dependence.

"We're trying to regulate marijuana . . . and it can't be done."

Marijuana, on the other hand, is not a hard drug.

"Marijuana, by my definition, is not a hard drug," stated Dr. Hardy, who earned his master's degree in rehabilitation counseling from VCU in 1962. "In my opinion marijuana is not harmful except in cases where it leads to further experimentation and further involvement with other drugs." The age of the user may be a factor in whether one advances to hard drugs, explained Dr. Hardy. "If a person starts with marijuana at age twelve, thirteen, or fourteen, it's natural to assume that he is going to experiment further with other drugs . . . But if a person is thirty-five years old and he tries marijuana, then he probably will never go on to heroin, cocaine, or LSD."

Marijuana, Hardy noted, is being used increasingly at all levels in society, but particularly in the under thirty-five age group. People over thirty-five, he explained, have difficulty in experimenting with marijuana because of societal teaching. "It was alright for them as teenagers to get heavily inebriated every weekend on alcohol, but smoking one marijuana cigarette would send them all to church in repentance on Sunday morning."

Although the liberalization of marijuana laws is being debated this year in the legislative houses of twenty-four states, Dr. Hardy does not believe the drug should be legalized. "I think marijuana should be decriminalized," said



Gary Burns

Dr. John G. Cull: "Drug abuse occurs when a chemical substance starts to alter an individual's psychological, social, or economic effectiveness."

Hardy. "I would dislike seeing our society take on another legal drug. It would just lead to legal advertising. We are overly drug-dominated now; however, the exaggerated emphasis on marijuana as a dangerous drug is just ludicrous. We should not ruin young people's lives by making criminals out of them and sending them to prison for simple possession of marijuana . . . We should concentrate on the other drugs that are more harmful—alcohol, tobacco, heroin, and cocaine."

Already Alaska and Oregon have decriminalized possession of marijuana. Hardy is confident that other states, including Virginia, will soon follow. "I'm

convinced that legislation will come about that will decriminalize the use and simple possession of marijuana." Virginia, he predicted, will decriminalize possession of marijuana in three or four years.

According to Dr. Hardy, research generally has shown that marijuana "is not nearly as dangerous as tobacco, which is sold everywhere." He likens the present laws regarding marijuana to Prohibition. "It's surprising," he said, "that we can't learn from that experience with alcohol . . . We're trying to regulate marijuana just as we tried to regulate alcohol, and it can't be done . . . People must have respect for the law, and if they do not respect it to the extent that they are willing to follow it in sufficient numbers, then the law is unenforceable. And the present marijuana situation is unenforceable."

It is not unusual for young people to experiment with some drugs, indicated Hardy. "Certainly, experimentation with marijuana is not unusual. In fact, it might be unusual for a young person in high school in this day to never smoke marijuana. In other words, it would not be following the peer pressure which we all must follow in order to survive. But if a person starts to advance rapidly up the scale toward hard drugs, if he starts losing time from school or from work, then he is drug dependent, and we have a different problem. But there are a lot of people who

"Our drug education programs have been colossal flops."

have experimented with drugs and have never taken them more than once or twice." He also pointed out that adolescent drug use is a form of youthful rebellion against family standards of behavior.

"Marijuana may be losing some of its exotic flavor, but it is still being used extensively," stated Hardy. "Young people have learned—many of them painfully—about the harder drugs, LSD, cocaine, and heroin, and are not using them to the extent that they were just three or four years ago . . . Young people are tired of being harassed, so they are shifting to a more dangerous drug—legal alcohol."

Both Hardy and Cull blame the mass media for much of today's drug problem. "We are conditioned to the use of alcohol and smoking by the vast advertising of the liquor and tobacco industries. Each time we pick up a magazine we read how good it is to use either alcohol or tobacco." Such advertising, observed Hardy, has conditioned our whole society to believe that these drugs "are not only acceptable, but are also exotic.

"It's hard to see how things could be much worse when the legal system allows huge companies and respectable concerns to inundate the public with advertisements for drugs that have been proven beyond a shadow of a doubt to kill." Although all



Gary Burns

Dr. Richard E. Hardy: "Young people have learned—many of them painfully—about the harder drugs, LSD, cocaine, and heroin . . . so they are shifting to a more dangerous drug—legal alcohol."

tobacco advertisements must now carry the Surgeon General's warning that cigarette smoking is dangerous to health, Hardy demonstrated how advertisers still get their message across. He pointed out that advertisers no longer can use young people in their ads, so "they now use nice-looking, middle-aged adults who may be, for instance, rowing a canoe on a beautiful lake and thereby associating smoking with the great life."

Advertisers are not the only ones who encourage drug use. The motion picture and television industries depict heroes smoking cigarettes and cigars and drinking straight whiskey. Hardy has observed from watching his share of Westerns that "few people in the Old West ever walked into a saloon and ordered a glass of

ice water after riding twenty miles through the desert on a hot horse . . . You would think that they would want ice water, but they drink hard whiskey without so much as an ice cube in it."

Popular music is another medium which also serves as a constant advertisement for drugs, particularly among the young. Cull has noticed that young people who are tuned into popular music can listen to songs, many of them in the "top ten," and get totally different messages from those their parents get. "Their music," stated Cull, "is sort of like a massive conspiracy because it communicates to them, and the adults don't understand what's going on." Through their interviews with young drug abusers and their own listening, the two youthful professors can reel off the titles of dozens of drug-oriented tunes. One popular song by the Beatles several years ago was "Lucy in the Sky with Diamonds," an euphemistic term for LSD. They named other songs with drug overtones: "With a Little Help from My Friends," "Mother's Little Helper," "Rainy Day Woman," and "Mr. Tambourine Man."

Often times songs, whether intended to be drug related or not, are interpreted as such by young listeners. The song "Candy Man," cited by Dr. Cull, has been interpreted to be about a drug pusher. Another, "Wildwood Flower," originally was a bluegrass

**“We should turn on to life
... and not through
artificial means.”**

tune. Words were added recently, making it an “advertisement for marijuana,” said Hardy. “It’s really like piped propaganda coming into the home and being listened to by everyone with all getting different messages.”

Hardy is also of the opinion that “our drug education programs have been colossal flops. In fact, what they have done in many cases is to call attention to drugs.” This is especially true of drug education programs in the public schools. “I am afraid some people have experimented with drugs that they learned about through the drug education programs.” Although he acknowledges that the programs “have made a sincere effort to give the kids the facts,” he believes that “the best thing we can do . . . would be to not talk so much about drugs. We should just have a moratorium on drug education . . . because it seems to work in opposite directions from those we had hoped for. We thought we could tell kids, ‘Now don’t take cocaine because it has this effect.’ So, the kid who never thought of taking cocaine says, ‘Well, a lot of people took it and they seemed to like it, and I want to know more about it.’”

Generally, drug abuse is symptomatic of underlying problems—problems that are related to an individual’s feelings of inadequacy and discontent. “I think that a society that is as highly competitive as

ours and requires as much as ours naturally has a high rate of drug abuse,” stated Dr. Hardy. “Drug abuse exists in all major cultures, but when the stresses and strains of life increase, so does the desire to alter one’s mental consciousness, to escape, to get away some how.”

“One reason for taking drugs,” stated Cull, “is to escape from contemporary reality—to get away from oneself and from one’s environment. If a person who has an overwhelming need to escape can be given a chance to look inward and see something of value, then a great deal of the need to escape—to take drugs—is removed.”

However, it is Hardy’s belief that one’s desire to change the state of his consciousness is a common, psychological characteristic of mankind. “This is why people often experiment in the first place. They want something a little higher or a little lower. They want to feel a little different, so they start to experiment with some type of drug, especially those that are more readily available.”

But instead of turning to drugs, Hardy urges that “we should turn on to life . . . turn on to the things which are meaningful in life—our families and friends—and on to the beauties of things close to us—music, the arts, meditation, whatever—and not through artificial means.”



Chinese opium smokers. Engraved by G. Paterson after a drawing by T. Allen.

Bettmann Archive

Drug language and lore

There exists within the shadowy world of the drug culture a unique language almost incomprehensible to those unfamiliar with its mysterious jargon.

Eight years ago Dr. Richard E. Hardy and Dr. John G. Cull, colleagues in VCU's Department of Rehabilitation Counseling, began collecting terms used by street addicts in Richmond's black ghettos. As a result of their lengthy study, the two professors have compiled a 171-page dictionary listing more than 2,100 terms used by drug users and abusers. Published recently by Charles C. Thomas under the title *Drug Language and Lore*, this unusual dictionary is one of the most complete

compilations to date of language used in today's drug society.

As pointed out in the preface to *Drug Language and Lore*, "the use of these words varies dramatically among geographic regions." However, Drs. Hardy and Cull have tried to include those words and terms used most frequently.

This dictionary is designed to aid law enforcement agencies, social workers, rehabilitation counselors, and other professionals who work with drug users.

"If professionals are to be of help to members of the drug culture," write Hardy and Cull in the preface, "they must not only understand the language of the drug user and abuser, but they also must have a feel-

ing for the differences in his perceptions of the words and his use of language. . . . Subcultural groups use language in decidedly different fashions. . . . Consequently, professionals who work with the drug abuser must understand the jargon of this group. This dictionary is only the first step to developing this understanding."

With the permission of the authors and the publisher, the VCU Magazine excerpts some of the most frequently used terms listed in *Drug Language and Lore*.

Acapulco Gold Marijuana with a potential high tetrahydrocannabinol content. Acapulco Gold is a desired type of marijuana because of its strength and smoothness.

Acid lysergic acid diethylamide, an hallucinogen which is a very powerful psychotomimetic; is derived both naturally and synthetically in the laboratory. There is limited medical use for this drug. It is sold in the form of liquid in ampoules, in powdered form, or rarely on sugar cubes on which a drop of the concentrated drug has been dissolved.

Ahead a chronic user of LSD

Alice B. Toklas cookies cookies made with marijuana

Angel dust an animal tranquilizer containing PCP (phencyclidine)

Atom bomb a marijuana cigarette laced with heroin

Bad this means very good. For example, bad dope would be good strong dope (some heroin from Asia is 95% pure). This would be called pure bad dope or pure bad H

Bad trip a psychotic episode producing a panic as a result of the ingestion of LSD

Beat the rap to be acquitted of a criminal charge

Be in tweeds to smoke marijuana cigarettes

Bee that stings a drug habit, especially one coming on. *also referred to as* "a monkey on my back"

Bird house a place where drug addicts often make their contact, especially for morphine and heroin. This refers to the structure of some flop houses which have sleeping areas cordoned off by wire. The flop house itself is called a bird house

Blow coke to sniff or snort cocaine

Blow the scene 1. said of a drug addict who fails to show up at prearranged meeting with a pusher 2. said of a pusher who fails to meet the addict 3. to leave any place, for example, "blow the scene" means let's leave where we are and go elsewhere

Bogart 1. to fail to pass a marijuana cigarette around to the rest of the group 2. to try to monopolize a joint of marijuana usually through force or threat of force

Bum rap an arrest or conviction for a crime that one did not actually commit, as distinguished from denying it

Bum trip a very unpleasant experience while under the influence of lysergic acid diethylamide

Burned out 1. something rendered ineffective or useless as a result of over use. For example, an individual who has been mainlining for a long period of time may block his veins with scar tissue and render them useless for

injection of narcotics. In this situation one would say his veins were burned out 2. refers to an individual who as a result of extensive use of narcotics and as a result of brain abscesses has experienced cerebral damage. In this instance you would refer to the individual himself as being burned out

Bust or busted 1. arrested 2. broke

Chipping to take narcotics only on an irregular basis

Circus a feigned illness, fit, or spasm relied upon by a drug addict to elicit sympathy in order to get a prescription for narcotics from a physician

Clean 1. to be free of suspicion for criminal acts 2. to have no narcotics on one's possession 3. to be off drugs

Coke cocaine

Colombia red a particularly good grade of marijuana grown in Colombia. This is now a replacement for Panama red, which is no longer available on the drug market

Connection 1. a drug supplier 2. the act of buying drugs

Cut the dilution of a narcotic with substances like lactose (milk sugar) or quinine, strychnine, etc., in order to increase the profit of the drug trafficker. Generally the quinine is added to provide the characteristic alkaloid bitter taste

Dime bag a ten dollar purchase of narcotics

"Professionals who work with the drug abuser must understand the jargon."

Dope 1. narcotics 2. information 3. to drug. This term, like dope fiend, tends to be taboo among addicts, though they use it perjurally

Downer 1. an unpleasant experience, especially a bad trip on LSD or other hallucinogenic or psychedelic drugs. 2. a sedative or tranquilizer

Dropping taking drugs by mouth

D.T.'s delirium tremens

Dynamite something extra special or good; an adjective referring to good quality narcotics or drugs. For example, *Dynamite T* refers to a particularly good or potent batch of marijuana. *Dynamite Horse* refers to a particularly good quality of heroin, cocaine, or a powerful narcotic preparation

Fat jay a marijuana cigarette approaching the size of a commercial cigarette or larger. They are made large to compensate for weaker types of marijuana

Flashback partial recurrence of an LSD trip sometime after the last LSD trip and without the ingestion of additional LSD

Flipped out 1. to become psychotic as a result of repeated drug abuse 2. crazy

Freak an individual who is excessive in some area; for example, "acid freak" or "speed freak"

Freak out to become psychotic as a result of a bad experience

with an hallucinogen or psychedelic drug

Funky earthy or basic

Gassed up a narcotic addict under the influence of a drug

Get straight to satisfy one's desire for an addictive drug

Grass marijuana

"H" heroin

Habit addiction

Head a user of drugs, usually LSD

Heavy 1. deep 2. profound

High under the influence of drugs

Hung up addicted to narcotics

Into 1. involved with 2. interested in

"J" a joint of marijuana

Junk a general term for addiction narcotics, especially drugs of inferior quality, usually heroin

Junkie a narcotic addict, especially one who mainlines

Kick the habit to stop using narcotics through a complete withdrawal

Kilo 1. one kilogram of marijuana equals 2.2 pounds 2. used for heroin which, at that stage of distribution, still is rather unadulterated

Lid a small quantity of marijuana, generally about one ounce, usually costing about twenty dollars

Loaded 1. said of a drug abuser who is under the influence of a drug 2. very high on drugs, particularly stoned on marijuana

Loco weed 1. marijuana, originally the name of a different plant which was toxic to cattle 2. any psychoactive substance which is smoked

Mainline 1. *noun*—the vein, usually in the crook of the elbow, into which the needled addict injects narcotics 2. *verb*—an intravenous injection of a narcotic directly into the bloodstream

Mary Jane marijuana

Mother 1. an individual's drug peddler 2. an adjective meaning good or outstanding

Munchies the overwhelming desire to eat when under the influence of marijuana or after being under the influence of marijuana

narc or narcos 1. the law 2. a narcotic agent of the Bureau of Narcotics & Dangerous Drugs 3. a federal agent

Nickel bag a \$5.00 bag of narcotics

OD an overdose of narcotics, usually accidental

Out of it 1. confused, disoriented, unknowing 2. an outside person who is not part of the drug culture

Out of sight 1. something which is beyond comprehension 2. an impossible situation 3. an

“Subcultural groups use language in decidedly different fashions.”

individual who is stuporous as a result of an excessive dose of narcotics

Pad 1. a place where drugs may be bought 2. a place where one lives, either a room or an apartment 3. a place where people gather to smoke marijuana

Poppers ampoules of inhalants like amyl nitrite

Psychedelic literally “mind-manifestation.” This term was coined in 1957 to describe the drug effects that appear to enrich the mind, enlarge vision, or induce insightful experience. The term also refers to the single time administration of LSD in experimental treatment of alcoholism, and to a style of art or drama that reflects sensory distortion

Pusher seller or dealer of drugs

Reefer(s) marijuana cigarette(s)

Rip off 1. to steal 2. to purchase weak or false narcotics

Roach butt of a marijuana cigarette

Roach clip a wire clip which allows an individual to hold a marijuana cigarette longer to smoke it lower

Rush the intense orgasm-like euphoria experienced immediately after injecting a drug

Scag heroin

Set up 1. to frame a person by planting drugs on him or in his surroundings 2. a set of works

Shades sunglasses, often worn to prevent anyone from noticing the size of the addict's pupils

Shakes alcoholic tremens

Shoot up an intravenous injection of a narcotic directly into the bloodstream

Shooting gravy after a vein is missed the addict draws the blood, water, and dope back into the syringe. It is reheated and reinjected into a vein. This is very dangerous as much coagulated blood is present; it can clot and cause a coronary or brain abscess

Smack heroin

Snort 1. to sniff powdered narcotics 2. to sniff drugs through the nose to be absorbed by the mucous membrane in the nostrils, usually cocaine, heroin, or opium

Snow cocaine

Spaced out stoned or under the influence of marijuana, out of touch with the surroundings. This usually refers to a habitual marijuana user

Speed the slang term for amphetamine and methamphetamine

Square 1. a nondrug user 2. lame

Stash 1. concealed outfit for a fix 2. a place to hide drugs or money, generally a place well hidden but readily available

Stoned high on drugs

Straight 1. an addict's feeling of well being after taking drugs 2. said of a person who does not deal in drugs 3. a heterosexual

Strung-out confused or addicted to drugs

Sugar daddy a physician who prescribes or sells narcotics illegally

Sunshine an orange or yellow tablet of LSD reputedly to be of a very potent strength

Tab abbreviated form of tablet

Take a trip using lysergic acid diethylamide, LSD

The habit to be addicted to heroin

The man a narcotic agent

The works 1. the instruments or equipment of a drug addict

2. to be a polydrug abuser

Toke a puff of a marijuana cigarette

Trip to come under the influence of a drug, especially an hallucinogenic drug

Turn off to ignore or lose interest in something, which may result from taking downers or sedatives

Turn on 1. to be excited by drugs 2. to get high on drugs 3. to take up the habit of using drugs

Twisted under the influence of marijuana

Up somebody who is “up” is considered to be intoxicated beyond control, needing protection by his friends until “down” again

Up tight an individual who is anxious, tense, or worried

Uppers stimulants such as cocaine, speed, psychedelics, amphetamines, phenmetrazine

Bernard, a rhesus monkey used in experiments to determine the effects of drugs on learned behavior, mugs at the photographer.



Drug researchers and their monkeys

While many scientists and scholars at Virginia Commonwealth University are engaged in drug research, no department is more involved in finding out the causes of drug addiction than the Department of Pharmacology. Supported by numerous research grants, including more than \$1 million from the National Institute of Drug Abuse, pharmacologists at MCV/VCU are currently investigating various aspects of drug abuse.

In an effort to determine why people abuse drugs, researchers are using monkeys in a drug self-administration study. "Monkeys will self-administer virtually every drug that people will abuse," explained Dr. Robert L. Balster, assistant professor of pharmacology and supervisor for the drug self-administration study. According to Dr. Balster, monkeys willingly take heroin, morphine, cocaine, amphetamines, barbiturates, alcohol, virtually every drug except those with hallucinogenic properties. "For some reason or other monkeys don't want to self-administer marijuana, LSD, or drugs of that order. We don't exactly know what the implication of that is, but monkeys certainly will take all of the other drugs."

To enable a monkey to self-inject a drug, an intravenous catheter is implanted into a vein in his back. A wire vest-like apparatus keeps

the catheter in place, and a spring coil covers the tube from the catheter to the back of the cage, enabling the monkey to move freely about his individual compartment. The tube is connected to a container of a dilute drug solution which hangs outside the cage.

Whenever the monkey wants a dose of the drug, all he has to do is to press the lever inside his cage, and the drug is pumped into his veins. During the course of a day, a monkey may inject hundreds of small doses of the weakened drug solution, providing researchers who monitor his reactions with valuable data.

While the solution is often readily available, researchers limit the drug intake to make certain that the monkey does not overdose. Dr. Balster explained that drugs such as morphine and alcohol tend to put monkeys to sleep before they can overdose, whereas amphetamines and cocaine excite them, causing them repeatedly to press the lever controlling the number of injections.

"If you give a monkey the chance to take all of the cocaine he wants, he would likely kill himself," said Dr. Balster. However, Dr. Balster and his colleagues do not allow the unfortunate to happen.

On a visit to the pharmacology department's animal research area, one cannot help being impressed by the bank of sophisticated electronic equipment used to monitor each monkey's drug intake. As Dr. Balster walked between the rows of immaculate compartments, calling each monkey by name, he paused to explain:

"This situation could be loosely called an animal model of addiction. Here we are able to reproduce many aspects of human drug abuse with laboratory monkeys. Certainly, a lot of aspects of human drug abuse cannot be reproduced in the laboratory, but a certain number of them can be."

An example of the type of research that can be performed on laboratory monkeys but not on human subjects is that involving changes in brain chemistry caused by drugs. One of the areas currently under investigation is that of the naturally occurring chemicals in the brain which may be responsible for the pleasure-producing effect of drugs. The aim is to find out which chemicals in the brain are responsible for drugs' producing effects that monkeys like. "Hopefully, if we can find out why monkeys take drugs," said Balster, "then we can figure out why people take them."

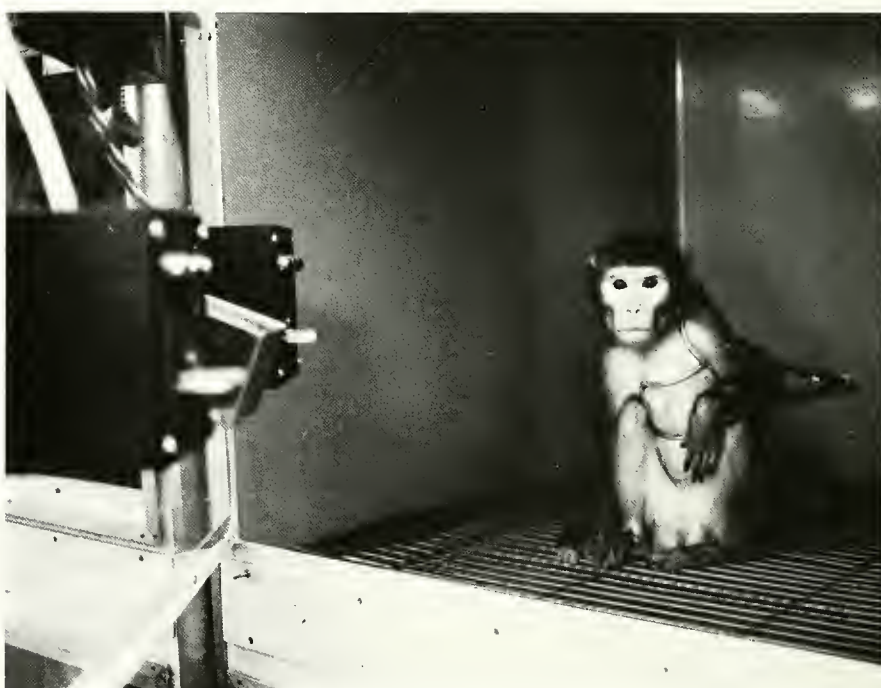
"I have never really been fond of the notion that people take drugs

"Monkeys will self-administer virtually every drug people will abuse."

for negative reasons," stated Dr. Balster, a psychologist who teaches courses in psychopharmacology, the study of the effects drugs have on the mind and behavior. "If you ask people why they take drugs, they generally say because they like them. I think many people, at least in the early stages of drug use, start out taking them because drugs make them feel pretty good. And again, the fact that people take drugs and monkeys will take the same drugs seems to suggest to me at least that you don't really need complicated psychological theories to account for drug addiction in people. All you have to do is to look around; everybody is taking some kind of drug—some are legal and some aren't."

In addition to trying to determine why drugs produce pleasurable effects, Dr. Balster is also involved in a project to determine the "abuse liability" of new drug compounds before they are marketed to the public. "If monkeys will self-administer all kinds of drugs people abuse, then it seems reasonable and logical that monkeys can be used to predict the abuse liability of new compounds," explained the young researcher.

Each year the MCV pharmacology department tests a number of compounds for the National Academy of Sciences to determine whether the new drugs could possibly be abused. If the laboratory monkeys will self-administer the drugs, then the



A rhesus monkey used in drug self-administration studies peers from the confines of his compartment.

researchers assume that humans likewise will abuse the drug.

While Balster is engaged in what might be called "psychological dependency testing," his colleague, Dr. Mario D. Aceto, associate professor of pharmacology, tests new drug compounds to determine whether they can cause physical addiction. Dr. Aceto runs his tests on a colony of monkeys who are addicted to morphine. Unless the monkeys receive the narcotic regularly, they become sick. But by substituting other drugs under study for the morphine, Dr. Aceto

is able to determine whether the new compound can cause physical addiction. If a monkey is given the new substance in place of morphine and does not become ill, then the researchers conclude that the agent can cause physical addiction because it can be substituted for morphine in the addicted animal.

Not all drugs cause physical addiction. For example, cocaine and amphetamines are not physically addictive. However, monkeys will self-inject the drugs, indicating their "psychological dependency." Drugs such as

"If we can find out why monkeys take drugs, then we can figure out why people take them."

alcohol and heroin are physically addictive, yet they can be consumed in quantities and at frequencies that do not produce addiction.

In addition to determining whether or not certain drugs produce psychological or physiological dependency, research is under way to find out how drugs affect complex learned behavior. According to Dr. Balster, monkeys can be trained in an operant conditioning chamber to perform very complicated tasks by simply rewarding them with food pellets and water when they press levers in a prescribed sequence or on a complex schedule. Once the animal has mastered the desired pattern, then the researchers are able to test the effect of drugs on learned behavior.

One drug under study is marijuana and its affects on behavior. Dr. Balster describes tetrahydrocannabinol, the active ingredient in marijuana, as a "fairly potent, behaviorally active drug That is to say, it somehow affects the way animals perform learned behavior."

But is marijuana harmful? Balster answered: "Marijuana is relatively less harmful than some of the other drugs people abuse. It certainly doesn't cause physical dependence. And in my monkeys, it will not cause psychological dependency in so far as they won't self-administer marijuana. But that doesn't necessarily mean that people don't become at times psychologically dependent upon

marijuana. Some people do."

At present there is no way to determine why monkeys take some drugs but not marijuana and LSD. However, Balster theorizes that "humans are much more interested in 'mind-expansion' than monkeys are, whereas both monkeys and humans share an interest in the more sensual type of experience."

Another area under study by MCV scientists is drug tolerance. By giving the monkeys the same drug dosage day after day, researchers can tell whether a drug continues to have the same effect over a period of time. If the monkeys develop tolerance for the drug, then researchers increase the dosage to determine further its affect on the monkey's behavior.

Dr. John A. Rosecrans, associate professor of pharmacology, is engaged in another drug research project. Funded by a grant of \$130,000 from the National Institute of Drug Abuse, Dr. Rosecrans is studying methadone, the drug widely used in treating heroin addicts. His research project, which involves albino rats, centers on determining methadone's long-term effects and its effects on future generations.

While computers are still analyzing the data generated over several years of research, Dr. Rosecrans stated that the preliminary findings indicate that offspring born to mothers on methadone are generally normal, provided

they are maintained on methadone. Interestingly enough, researchers have observed that mother rats on methadone were unable to care for their young adequately. However, when the young rats were removed from their mothers they progressed despite the fact that they were low in weight. But it was found that if they were later exposed to methadone, the female offspring chose methadone over an alternative solution more frequently than did male rats.

Dr. Rosecrans has surmised that "stress imposed by the mother on the young could change how the body handles drugs. . . . If you take an animal and disrupt the mother's behavior, that stress on the young could affect later generations," indicating a correlation between parental neglect and drug abuse in offspring.

While research into the potentially damaging affects of drugs continues, researchers at MCV have also found that some chemical agents under investigation have possible beneficial aspects (*VCU Magazine*, November, 1974). Research on the active ingredient in marijuana, tetrahydrocannabinol, has been shown to be potentially beneficial in combating cancer, preventing transplant organ rejection, treating narcotic addiction, and as an antidepressant for cancer patients.

T. Edward Temple: VCU's second president

If T. Edward Temple had any dreams in January, 1974, about his future, becoming president of Virginia's largest university certainly wasn't one of them.

That was the month Temple, a fifty-nine-year-old urbanologist, left the top administrative post in the state government to join Virginia Commonwealth University as vice-president for university relations and development.

"What I had in mind when I came here," he recalled recently, "was rounding out my career as a teacher. When I accepted the position as vice-president for university relations and development, I made it very clear to President Brandt I was willing to do that job for a while, but what I really wanted to do was teach."

However, when Dr. Warren W. Brandt vacated the president's office at VCU seven months later, Temple was tapped to chair the three-member Interim Administrative Committee appointed to run the university until a new president could be named.

And on May 28, nine months after the search had begun and after having screened some 300 candidates from across the nation, the university's Board of Visitors decided that T. Edward Temple was the person best qualified to head VCU.

His selection came with little surprise to those familiar with his



T. Edward Temple

Gary Burns

extensive experience in education, industry, and government. Only Temple himself expressed surprise at the board's decision. "I don't have a Ph.D., and I didn't know how important the degree would be in the selection of a president," he commented. "I wasn't sure that the academic community would be receptive to substituting management and administrative experience for a Ph.D."

Nevertheless, Temple may still answer to the title of "doctor." On June 1, the day he officially became president of VCU, Ed Temple was awarded the honorary Doctor of Laws degree from his alma mater, the College of William and Mary.

When he graduated from William and Mary in 1937, Temple knew what he wanted to be—a city manager. Although he had grown up on a farm in Prince George County, his undergraduate education caused him to become aware of the problems of cities, and he was determined to aid in solving them. He majored in political science because, as he explained, "few colleges had courses in public administration in those days."

In order to reach his goal he charted a career plan: first, he would teach in the public schools; second, he would work in industry; and third, he would dedicate himself to government service.

He started his career as a teacher of political science and an assistant principal in Hopewell, Virginia. In 1941 he went to work for the Hercules Powder Company in Hopewell as a cost accountant; in two years he had become the company's assistant director of personnel.

When he was twenty-nine, Temple was hired as city manager of Hopewell by a "reform administration." His job was to rid the city of racketeers, prostitutes, and slot machines. By 1947 he had fired the police chief and had chased out the underworld figures. He also had had it.

When the city of Spartanburg, South Carolina, offered him

the position of city manager, he was flattered. Only after he had said yes did he learn that seventeen people before him had declined the job. During the four years he spent in Spartanburg as the city's first manager, he introduced city planning, improved the health department, and put the city on a sound financial footing.

A telephone call in 1950 brought him back to his native Virginia. The caller offered him the city manager's post in Danville and he accepted. Temple's first years in the textile city in Southside Virginia were idyllic. He helped to develop the city's first master plan, update its zoning ordinance, and introduce sound financial management.

Then came the turbulent sixties, and the city became embroiled in racial clashes over urban renewal. Although, years later, he confessed that he would "just as soon forget" the rioting of 1963, Temple's leadership during that period was exemplary. He was even voted the city's "most outstanding citizen," an infrequent honor for a city manager.

Temple's accomplishments did not go unnoticed at the state capitol. During his first administration, Governor Mills E. Godwin, Jr. asked him to join his staff as director of the Division of State Planning and Community Affairs. Temple deliberated. After all, he wasn't a professional planner. The governor assured him that the new state agency needed Temple's administrative ability, that professional planners could be hired. Still, it wasn't until some months later that he accepted the governor's offer and moved to Richmond. That was in 1966.

When Godwin's first term ended three years later, Temple fully expected newly elected Governor Linwood Holton to clean house. Holton, instead, appointed Temple commissioner of administration, thus making him the ranking Democrat in Virginia's

first Republican administration of the century. As the state's number one administrator he supervised the divisions of planning and community affairs, budget, personnel, highway safety, automated data processing, and engineering and buildings. In 1972, after the General Assembly approved the creation of an executive cabinet, Holton promoted him to secretary of administration and chairman of the governor's cabinet.

Despite a demanding schedule, Temple began teaching an evening course in contemporary urban problems at VCU in 1969. Needless to say, he was eminently qualified as adjunct professor in the department of urban studies. Not only had he earned his master of education degree from William and Mary in 1965, but he also had had twenty-two years' experience in municipal management. One year he received what no other professor before him in the history of VCU had achieved—a perfect rating as a professor under the student rating formula.

His classroom performance gives evidence of his commitment to students. "When I assumed the responsibility of teaching in the evening college, . . . I knew many of the students had registered because I was teaching the class. Many of them were looking for someone who was working in the field," stated Temple. "Many of them said to me that they were getting a lot of theory, but that they wanted to listen to someone who was out there doing the job."

Although he probably could have stayed on, Temple decided to retire from state government at the end of the Holton administration and go into higher education. Offers came from a number of institutions, but he considered only two: a professorship at the University of Virginia and a vice-presidency at VCU. He chose the latter.

Temple's decision was influenced by what he saw as "VCU's potential." He already was well acquainted with the institution, having served on the Board of Visitors of the College of William and Mary during the days it

operated Richmond Professional Institute as a division of the college. He had served on the 1964 Study Commission on Higher Education which, among other things, recommended that RPI and the Medical College of Virginia be merged to create a major urban university in Richmond. He also was a member of the State Council on Higher Education during the period when Virginia Commonwealth University came into being.

But why would a man embark on a new career as a university president when others his age contemplate retirement? Temple answered: "Number one, because I feel that some of the skills I have developed in management and administration can be brought to bear upon the problems of this university at this particular time. Secondly, when I retire, if I do before I die, I would like for my family to be able to say their father and their husband rounded out his career as president of one of the great universities of this commonwealth. They are the two reasons. I don't really know any higher motivation than that."

Among the priorities of his administration, Temple lists improvement of VCU's academic program and physical facilities. He gives top priority to the construction of a performing arts center at the corner of Park Avenue and Harrison Street on the West Campus. Future construction plans, he points out, will include preserving the character of the Fan District campus, unique for its handsome, turn-of-the-century townhouses and old mansions.

On the MCV campus, the construction of a new hospital complex is still a priority. However, the Virginia Supreme Court recently nixed the issuance of \$79 million in bonds to pay for the 500-bed facility. The high court ruled that repayment provisions of the plan were unconstitutional. So, Temple and other officials are pondering what course should be

followed in getting the hospital project—"a necessity"—off the ground.

Another priority is improving *town-gown* relations. Already, VCU's top administrators have initiated a series of meetings with city and county officials to explain the university's community-oriented services and educational programs. Area officials, in turn, are expected to advise the administrators on ways in which the university can further serve the community.

In accomplishing his aims for the university, Temple is realistic enough to recognize that there are problems—or as he prefers to term them, "challenges"—ahead.

Certain to figure foremost among the university's challenges throughout the remainder of the seventies is a scarcity of resources. Past is education's golden decade of the sixties, and now institutions everywhere are faced with the challenge of utilizing their limited resources effectively. Another challenge is maintaining the institution's traditional responsiveness to student needs, the tailoring of programs and courses to appeal to present generations.

One of the challenges of the past—the melding of VCU's two divisions into a cohesive university—apparently does not loom menacingly before the new president. "I don't see the great gulf between the two campuses," stated Temple. Although he acknowledges that there are still those who would like to see MCV a "freestanding" institution, he points out that "whatever we do, we have to do it in the name of the total university."

In order to effect the cohesion which he evisions, Temple plans to maintain offices on both campuses. "It is my plan to be completely identified with both campuses," explained Temple. He plans to divide his time equally between his office at 910 West Franklin Street on the West Campus and an office on the first floor of Sanger Hall on the MCV campus.

As VCU's second president, Temple is well aware that he has his work cut out for him. He hopes, however, if his schedule permits, to continue teaching his Thursday evening class in urban problems. On weekends, he and his wife plan to drive the forty-five minute trip to their 250-acre farm in Prince George County. There he'll find time for another of his treasured diversions, reading. "I read a great deal of biography, and of course, I do a great deal of study and research in my own field of urban affairs," says Temple.

An active churchman, Temple teaches a church school class and chairs the administrative board of Reveille Methodist Church in Richmond. He also is a family man. He and his wife, Polly, a retired school teacher, have two children and one grandchild. Daughter Margaret, also a teacher, is married to Dr. Charles C. Sharman, an assistant professor of education at VCU. Son T. E. (Ed) Temple, Jr. is associated with the state's Alcoholic Beverage Control department in Alexandria; his wife is a radiology technician. T. E. (Ted) Temple III is the only grandchild.

It is evident that Ed Temple is an energetic man and an able administrator. In the short time that he has been president, he has won the loyalty of his colleagues. They variously describe him as affable, candid, and pragmatic. Yet, he is something of a dreamer. "Part of this is a dream," said Temple, after elaborating his plans for the university. "I set my goals high and I shoot for those goals."

Did you know...

Magazine among the ten best

VCU Magazine has been named one of the ten best alumni magazines published in the nation. The honor, among the highest bestowed in the alumni publishing field, was accorded the magazine during the annual assembly of the Council for Advancement and Support of Education (CASE) in Chicago, July 8-10.

The panel of judges, all experts in magazine publishing, cited *VCU Magazine* and nine other alumni magazines for exceptional achievement. The other winners were *Brown Alumni Monthly*, Brown University; *Harvard Magazine*, Harvard University; *New Directions*, Howard University; *Johns Hopkins Magazine*, Johns Hopkins University; *Alumnus*, University of Massachusetts; *MSU*, Michigan State University; *Notre Dame Magazine*, University of Notre Dame; *The Pennsylvania Gazette*, University of Pennsylvania; and *Syracuse*, Syracuse University. There were eighty-six entries in the annual magazine competition sponsored by CASE, a national organization of professionals concerned with institutional relations and development at colleges and universities in the U.S. and Canada.

The top-ten designation is the third award the magazine has received within the past year. In April editors of *Newsweek* cited *VCU Magazine* for excellence in public affairs content. Earlier, the magazine won a special citation for improvement from the editors of *Time* magazine.

The Alumni Activities Office published the first issue of *VCU Magazine* in February, 1972. David R. Mathis, now director of university publications, edited the magazine from its inception until December, 1974. Subsequent issues have been edited by George B. Roycroft.

To conquer cancer in our lifetime

William E. Massey, Sr. of Richmond has given \$100,000 for the Cancer Center being established at MCV/VCU. The gift, announced in June, will be used to expand and renovate

the Clinical Cancer Research Unit at MCV Hospitals. The unit, which applies new cancer treatment techniques, will be renamed in memory of Massey's brother, Evan, who died of cancer in 1962.

Last May the Board of Visitors of Virginia Commonwealth University launched a campaign for \$2.3 million in private funds to expand the cancer research and patient care facilities at MCV/VCU. Another \$5.3 million is being sought from state and federal sources for the \$7.6 million project. Already, the National Cancer Institute has awarded MCV/VCU a grant of \$523,600 for the Cancer Center.

Cancún or Paris anyone?

Maybe its their bargain consciousness or maybe its the wearying news of recession, but whatever the reason more and more VCU alumni are taking advantage of the low-cost travel program offered by the VCU Alumni Activities Office.

This year VCU alumni have already traveled to Hawaii, Ireland, and Copenhagen, and three more tours are scheduled before the 1975 calendar year ends. Two upcoming trips—Rome (August 16-24, 1975) and Bavaria (September 15-23, 1975)—are already sold out. There is even a waiting list of eager travelers just in case there should be cancellations.

As this issue goes to press, the next tour on which space is still available is to Paris, November 10-18, 1975. The cost of the eight-day trip is \$399, plus a 15 percent tax and service charge. The price, which may be subject to change, includes round trip jet transportation from Dulles Airport near Washington, D.C., deluxe hotel accommodations, a tour of Paris, continental breakfast daily, a festive welcome dinner, and a gala farewell cocktail party and dinner.

Even though details of the complete travel package for 1976 were still being wrapped up at press time, tours to Russia, London, Vienna, and Cancún, Mexico, have already been planned.

The Caribbean's newest resort, Cancún, located on Mexico's famed Yucatán Peninsula, is the destination for the first alumni tour of 1976, January 19-26. The man-made resort boasts fourteen miles of sandy, white beaches and temperatures that average eighty degrees year round. The eight-day visit to this tropical paradise is only \$299 plus a 15 percent tax and service charge. The

price, which is subject to change, includes round trip jet transportation from Dulles Airport and deluxe accommodations at one of the plush new hotels.

According to Anne-Marie Eggleston, assistant to the director of alumni activities and coordinator of the travel program, the VCU-sponsored tours offer alumni not only monetary savings but also the opportunity to travel in the company of fellow alumni. She also indicated that there are other savings in time and worry as well. The Alumni Activities Office makes the reservations for the round trip air transportation, confirms hotel accommodations, arranges baggage handling and transportation to and from the airport at the destination, and provides experienced escorts to help arrange optional tours, handle problems, and suggest things to do and see in the area.

"At most destinations, travelers are free to come and go as they please without having to follow rigid schedules," said Mrs. Eggleston. "In other words, if alumni want to be on their own, fine. Or, if they want someone to plan their time, then the escorts can arrange optional tours."

The VCU travel program is sponsored by the Alumni Activities Office for alumni, faculty, and staff of the university and their immediate families. Announcements of upcoming tours will be included in each issue of *VCU Magazine*. For additional information regarding alumni tours, please contact Mrs. Anne-Marie Eggleston, Assistant to the Director of Alumni Activities, Virginia Commonwealth University, 828 West Franklin Street, Richmond, Virginia 23284; telephone 804/770-7125.

Cellophane tape and a glass slide

A remarkable but simple technique developed by an MCV professor will aid family physicians in diagnosing two common types of gout. Dr. Duncan S. Owen, Jr., associate professor of medicine, has found that a standard microscope and cellophane tape stuck to a glass slide can be substituted for the special \$4,500 microscope previously required to examine a sample of synovial fluid, the clear lubricant found in joints.

Because of the low cost (about ten cents) of converting a conventional microscope, physicians who have not

had the necessary equipment in the past can now use the synovial fluid examination as a definitive diagnosis for gout and pseudogout.

As a result of the innovative medical technique, Dr. Owen has been awarded the Gerard B. Lambert Award by the Lambert Foundation. The award, named in honor of the late president of Gillette Safety Razor Company and Lambert Pharmacal, recognizes those who develop useful techniques which reduce health costs and improve patient care.



Bob Jones

A familiar teddy bear can help comfort a lonely child confined to a hospital bed.

The things they miss

What do hospital patients miss most? The answer, naturally, is other people. And in addition to missing their pets, patients are likely to miss material things, such as radios, televisions, stereos, and records.

Having interviewed some 300 patients, Dr. Gloria M. Francis, director of nursing research at the School of Nursing, has found that younger people and blacks tend to be more lonely than others. Younger people, she says, have a deeper investment in specific persons and material things, and as a result, become lonely during a hospital stay. She associates loneliness among black patients with their alienation from the mainstream of society.

Perhaps some of the loneliness could be alleviated, she says, if hospitals could allow brief visits by children and controlled pets. But there are benefits to being lonely, she explains.

"Hospital patients go through a

reflective period. They have a lot of time to think about people who aren't with them. They assess relationships and often decide to make them better, and many of them do," states Dr. Francis.

Dr. Francis, author of an article on loneliness published in the August, 1974, issue of *VCU Magazine*, has recently been elected to fellowship in the prestigious American Academy of Nursing. The academy, comprised of fewer than 100 members, honored Dr. Francis for her achievements and contributions to the nursing profession.

Consumers are color blind

Consumers in Virginia as well as in other southern states are color blind. That is the conclusion drawn by two marketing specialists at Virginia Commonwealth University after studying commercials and advertisements featuring both black and white models.

The study, conducted by Dr. Paul J. Solomon, assistant professor of marketing at VCU, and Dr. Ronald F. Bush, assistant professor of marketing at the University of Mississippi, shows that advertisers' fears that integrated advertising would hurt sales were unfounded.

"In Virginia we found that whites are relatively indifferent to whether blacks or whites are used in advertising. Whites responded the same to advertisements using blacks as they did to advertisements using whites. There was no negative reaction or white backlash to blacks in advertising," noted Solomon.

Solomon and Bush conducted the study using various testing techniques over a three-year period. In one frequently used experiment, grocery shoppers were exposed to point-of-purchase or end-of-aisle displays with black and white models demonstrating soap and paper towels. The number of shoppers purchasing the products when a black model was used was compared to the number of purchases when a white model was used.

In another experiment 300 people were tested on their product preferences after viewing television commercials featuring black as well as white models. In both experiments the results were the same: when white models were used, blacks and whites both responded with the same level of enthusiasm; when black models were

used, whites maintained the same level of response, while blacks responded more favorably.

No 'hocus-pocus medical magic'

Of the more than 250 Virginians awaiting kidney transplants, fewer than 80 of them will receive new organs this year. The reason that more kidney transplants will not be performed is because of the shortage of donors. Yet, hundreds of useful kidneys are being buried.

According to Stephen R. Roizen, kidney services administrator at MCV, the shortage can only be alleviated by convincing the public that "transplantation is no longer heroic, exceptional, or hocus-pocus medical magic."

While most transplant patients still receive their new kidneys from living relatives, transplant techniques have advanced to the point that organs from cadaver donors are often usable. Computers can now be used to match needed kidneys to awaiting recipients as the organs become available.

Fortunately, an increasing number of people are becoming aware of the organ donor program in Virginia. To donate, a potential organ donor simply carries a wallet card indicating his wishes following death. "If he changes his mind, he just tears up the card," said Roizen. No other record of the enrollment is kept. The cards, available from many medical centers, churches, and civic organizations including all Virginia Jaycees, are recognized as a legal document in all fifty states. It is, however, a flexible document, allowing the donor to designate any restrictions he desires on the card.

In addition to kidneys, the card makes it possible for the carrier to donate other organs to be transplanted after death—corneas, heart, liver, and skin. At MCV corneal transplants are fairly common, heart transplants relatively rare, liver transplants in a highly experimental stage, and skin donations of great usefulness in treating severely burned patients.

Alumni Associations

VCU (Academic Division)

The active membership of the Virginia Commonwealth University Alumni Association (Academic Division) has elected seven new directors to the board. Those elected were: John B. Edwards '68, Susan Shaffer Garter '68, Don A. Hunziker '51, James A. Keith '68, Thomas R. King, Jr. '71, John D. Rhodes '58 & '62, and Robert P. Wiedemer '70 & '73. Mrs. Garter and Mr. Keith were each reelected for a second term.

During its organizational meeting the Board of Directors elected Guy E. Webb, Jr. '53, president; Marshall E. Murdaugh '63, vice-president; Eleanor M. Takott '41, secretary; and Norman P. Wash '68, treasurer.

Active membership is established when an alumnus of the Academic Division contributes to the VCU Annual Fund.

The efforts of the nominating committee, chaired by Gordon P. Bruce, are sincerely appreciated. In addition, it seems appropriate to extend the appreciation of all alumni to the immediate past-president, Charles B. McFee, Jr., who has served the association with dedication and untiring enthusiasm. His membership on the Presidential Search Assistance Committee and his able representation of those who studied here highlight his term of office.

To those who have ended their tenure as members of the board, we owe a debt of gratitude for their efforts on behalf of the association and the university. They are: Roy B. Amason, Gordon P. Bruce, Raymond M. Carmines, Anne P. Satterfield, and Charles B. Smithers. Mrs. Satterfield now serves as a member of the VCU Board of Visitors.

I look forward to working with the board and the Office of Alumni Activities to accomplish many of the goals mutually shared by the alumni association and Virginia Commonwealth University.

Guy E. Webb, Jr. '53
President

Nursing

Greetings to all nursing alumni. Summer is almost behind us and fall is on the way, bringing with it the election of the Nursing Alumni Association board and the Nursing Lectureship.

All alumni who wish to vote in the fall elections must be active members in the Nursing Alumni Association. A donation to the VCU Annual Fund entitles any nursing alumnus to active membership and voting privileges. If you would like to serve on the board, please let me know prior to September 15, 1975, by writing to me, Ellen Manson, at P.O. Box 204, Washington, Virginia 22747.

The Nursing Lectureship will be held November 14, 1975. The speaker will be Dr. Madeline Leininger, dean of the College of Nursing at the University of Utah. A luncheon for alumni will be held prior to the lecture. I hope to see all of you there.

Ellen C. Manson '67
President

Hospital Administration

The alumni association of the Department of Hospital and Health Administration will conclude another year of activity at their annual meeting to be held in Chicago on August 18, 1975. The meeting will take place in the Olive-Harvey Room at McCormick Place at 12:00 noon. At that time new officers will be elected and installed. Alumni will also receive reports from committees which have been working closely with faculty members on matters of great importance to the department, students, and alumni.

Highlights of the past year included the presentation of the Robert S. Hudgens Award and the Charles P. Cardwell, Jr. Lecture. These two events, which honor men who gave so much to the Medical College of Virginia, were held in Chicago last February.

The alumni and the alumni association extend their heartiest congratulations to the Class of 1975 which graduated this past spring. We hope that each of you is planning to become an active member of the alumni association.

To all alumni, I extend my sincere

appreciation for your fine cooperation and assistance during the past year. You have indeed made it a pleasure to serve you as president. See you in Chicago.

William H. Green, Jr. '61
President

School of Social Work

The School of Social Work Alumni Association held its annual meeting June 21, 1975, at the Executive Motor Inn in Richmond. We were pleased to have so many of you present to renew old acquaintances and learn of the latest developments at the school from Dean Elaine Rothenberg.

There are many new and innovative things occurring! This year saw the graduation of the first one-year class. Within the next two years a doctoral program will be initiated. Also, there is a shift in curriculum to place added emphasis on the use of social work skills in specific settings.

During the coming year the alumni board plans to have quarterly meetings to which all alumni are invited. These will be held in September, January, April, and June. You will receive further information in our newsletter.

We are beginning to plan an anniversary celebration for 1977 when the School of Social Work will be sixty years old. We welcome your suggestions and assistance in making this a noteworthy occasion.

Your alumni board attempts to provide feedback to the school concerning the changing needs in the professional community that relate to the training of social workers. Please give us your thoughts on this important matter. We hope to hear from many of you and to see you at our meetings.

Wilda M. Ferguson '73
President

Whatever happened to...

1950s

Marvin H. Goldstein (pharmacy '50; medicine '57) is an associate professor of medicine at the Mount Sinai School of Medicine in New York City.

W. Ward Jackson (fine arts '51; master of fine arts '52), a native of Petersburg, Virginia, recently judged the seventeenth annual Petersburg Area Arts League Art Festival. Jackson has had numerous one-man shows, and one of his paintings, *The Garden*, was exhibited in the White House after being acquired by the National Collection of Fine Arts in Washington, D. C. He is archivist and head of the viewing program at the Solomon R. Guggenheim Museum in New York City and is advisory editor of the *Art Now Gallery Guide*.

Barbara Beard Markham Steward (occupational therapy '52) received her master of science degree in learning disabilities last year from Southern Connecticut State College. She currently is an assistant professor in the new occupational therapy program at Quinnipiac College in Hamden, Connecticut.

Earl Brown, Jr. (medicine '53) has been promoted to the rank of rear admiral in the United States Navy. Brown, who has been a member of the Navy Medical Corps for twenty-two years, is now commanding officer of the National Naval Medical Center in Bethesda, Maryland. In that capacity, he commands not only the Bethesda Medical Center, but also Naval hospitals at Quantico, Annapolis, and Patuxent River, Maryland, and the Regional Medical Clinic in Washington, D. C.

Warren Memorial Hospital, located in Front Royal, Virginia, has named **Donald H. McNeill, Jr.** (medicine '54) medical director of emergency room services. Dr. McNeill previously had a general practice in Winchester, Virginia, for twelve years; he also worked five years in the emergency room at Winchester Memorial Hospital.

Janet Smith Ward (music education '57) of Burleson, Texas, received the degree of master of church music during May commencement exercises at Southwestern Baptist Theological Seminary.

1960s

Altamont Dickerson, Jr. (master of science, rehabilitation counseling '61) has been named director of the Virginia Department of Vocational Rehabilitation. Before joining the department in 1956 as a rehabilitation counselor, he worked at the Woodrow Wilson Rehabilitation Center in Fishersville, Virginia, as a supervisor.

Marvin M. Brown (retailing '63) has received a citation from the Wisconsin State Department of Public Instruction for his contributions in the field of distributive education. The citation is in appreciation of his work in developing curriculum materials for marketing, merchandising, and distributive education programs in secondary schools and colleges throughout the country. He presently is assistant professor of retailing at Christopher Newport College in Newport News, Virginia.

Clifford M. Ford (music '63), a body builder from Glen Allen, Virginia, has won numerous physique titles, including Mr. Virginia, Mr. Atlantic, Mr. All South, Mr. Shangri-La, Mr. Eastern U.S.A., and Mr. Monumental Over 35. He was pictured in the July-August, 1975, issue of *Muscular Development Magazine*, a national magazine devoted to the sports of weight lifting and body building.

Ben D. Gunter (interior design '63), chairman of the Department of Interior Design at VCU, has been elected to serve a second term as president of the Interior Design Education Council, a national association of some 250 interior design educators in the United States, Canada, and Korea. Gunter has also served as a member of the National Accreditation Committee of the Foundation for Interior Design Education Research and has chaired accreditation teams at institutions throughout the nation.

The Orange Mental Health Clinic in Orange, Virginia, has hired **Doris Ann Dawson** (social welfare '64; master of social work '68) to work in its new day-treatment program. The program is intended to provide day-to-day service for clients suffering from emotional stress who might otherwise be confined to a hospital. Miss Dawson was a social worker with

the Richmond welfare department for twelve years before taking her new position.

Cynthia Fleet Morgan (business education '64) has been appointed a reading teacher under a federally funded program for the Middlesex County (Virginia) School System. Mrs. Morgan is from Hampton, Virginia, where she has had several years of teaching experience.

Douglas J. Burford (advertising '65), president of Burford and Robinson Advertising Agency in Richmond, has been elected president of the Richmond Society of Communicating Arts.

H. Crawford Hammersley (advertising '65) has been named manager of advertising for the Rochester Corporation in Culpeper, Virginia. Hammersley previously spent six years in various advertising and sales promotion capacities with the General Electric Company. He is a native of Norfolk, Virginia.

Ann Frederick Houston (social science '65; master of science, rehabilitation counseling '67) has been appointed superintendent of the Virginia Correctional Center for Women. Mrs. Houston worked at the Bon Air (Virginia) Learning Center as assistant superintendent and later as superintendent. She also is a part-time instructor in the Department of Rehabilitation Counseling at VCU.

Daniel P. Small (accounting '65) was awarded the Juris Doctor degree by the Marshall-Wythe School of Law at the College of William and Mary during their June commencement exercises. Small has been admitted to the Virginia Bar and has joined the firm of McNamara and Smith in Hampton, Virginia.

Delta Psi Omega dramatic fraternity at Shenandoah College and Conservatory of Music has named **Lynn L. Sams** (drama '66) to honorary membership. He was nominated for his work as a set designer. A resident of Winchester, Virginia, Sams has been involved with numerous productions at Shenandoah College and with the annual Apple Blossom Festival pageant.

Marshall S. Vaughan (business '66; master of science, business '69) is an agent with Banker's Life and Casualty Company in Roanoke, Virginia. He is married to the former **Lydia Powers** (English education '68).

Susan Griswold Brown (fine arts '67) was one of three alumni invited to judge entries in the 1975 Student Art Show at VCU. Mrs. Brown, a native of Petersburg, Virginia, has been a Virginia Museum Fellow and has won numerous awards in various exhibits and shows, the James River Juried Exhibit being one of the most prestigious. She has been teaching art at Richard Bland College since 1967.

The Old Dominion Chapter of the Public Relations Society of America recently announced that **Claude V. Cliborne** (advertising '67) has achieved the highest professional status in the public relations field by successfully completing written and oral examinations. Cliborne has been with Virginia Electric and Power Company in Richmond since 1969; he currently is senior public relations representative. He is married to the former **Judith Royer** (sociology '68).

John T. Thios (master of science, clinical psychology '67) has been listed in the 1975 edition of *Outstanding Educators of America*. Thios joined Richard Bland College in Petersburg, Virginia, in 1968 as assistant professor of psychology and presently is admissions officer and counselor.

Michael P. Grim (journalism '68) recently wrote a five-part article for the *Richmond Times-Dispatch* on crime in the Richmond metropolitan area. Grim has covered crime, law enforcement, and general assignments for the newspaper since 1970. He also served with the U. S. Army in South Vietnam and is now married to the former **Sayre Graves** (English '73).

Michael William Kaluta (fine arts '68) lives in New York City where he is an illustrator of comic books. He has drawn *The Shadow*, covers for *Batman* and Detective Comics, and a strip for the *National Lampoon*.

Robert M. Malatin (biology '68) has joined Dr. Herbert O'Dell as an associate in his practice of optometry in Tappahannock, Virginia. A graduate of the Southern College of Optometry in Memphis, Tennessee, Dr. Malatin is also doing research in eye distortion at MCV.

Louise Rose Bennett (communication arts and design '69) currently is art director of KWSV-TV in Pullman, Washington. Previously, she was president of her own photography company in Tallahassee, Florida, and was assistant art director for a TV station in Johnson City, Tennessee. Mrs. Bennett is a member of the

National Association of Educational Broadcasters' steering committee. Recently she won eight awards for graphic excellence.

Beatrice Wynn Bush (dramatic arts and speech '69), director of student activities at VCU's West Campus, has received a commendation from the National Entertainment Conference for her service on the conference's board of directors for the past two years. Mrs. Bush is one of twenty-one members on the board which represents more than 600 colleges and universities in the United States. She is married to **Milton R. Bush** (master of education, administration and supervision '73).

George M. Ray (music education '69) graduated in May from Radford College with a master of science degree in music education. Ray was a church choir director for three years and currently is employed as an instrumental music teacher in the Botetourt County (Virginia) School System.

George S. Roland (painting and printmaking '69) was one of three alumni invited to judge entries in the 1975 Student Art Show at VCU. Roland is a member of the art faculty at the University of Virginia.

Roxanne and Company, a Richmond advertising agency, has named **William J. Shea, Jr.** (commercial art '69) its creative director. He previously was with the Clinton E. Frank Agency in Richmond.

1970s

Ted R. Abernathy (medicine '70) has been elected president of the Virginia Association of Drug Programs. Dr. Abernathy is on the staff of the Adolescent Clinic at MCV.

Thomas E. Baker (social welfare '70), an associate professor in the administration of justice program at Paul D. Camp Community College in Franklin, Virginia, received his master's degree in rehabilitation counseling from VCU in May. He is married to the former **Jane Piland** (elementary education '74).

J. Sam Park (master of social work '70) received his doctorate in social work from the University of Southern California in June. Dr. Park has returned to Kwangju, Korea, to work as the director of Kwangju Boys Town.

Marjorie Gillespie Belshee (master of science, distributive education '71) was the speaker at the annual banquet of the Allegheny County (Virginia)

high school chapter of the Distributive Education Clubs of America. Mrs. Belshee, who currently is chairman of the business, humanities, and social sciences department at Dabney S. Lancaster Community College, previously was assistant state supervisor of distributive education.

Kiran K. Crooks (medicine '71) has been promoted to major in the U. S. Air Force. A native of Richmond, Crooks is assigned to Altus AFB, Oklahoma, as chief of aeromedical service.

J. Douglas Gardner (advertising '71) of Richmond is in charge of sales promotion and advertising for the Virginia Paper Company. Gardner's wife, the former **Noel Walsh** (voice, piano '68; master of education, elementary education '74) is a teacher for the Henrico County (Virginia) School System.

The Department of Parks and Recreation of Virginia Beach, Virginia, has named **Kathleen M. Lockwood** (drama education '71) its drama supervisor. Miss Lockwood is forming acting classes for children, teens, and senior citizens. She concentrates on environmental theatre, whereby plays are produced in such settings as parks, hospitals, senior citizens' centers, orphanages, and convalescent homes.

Rebecca Jones Bryant (sociology '72) graduated with a Juris Doctor degree in law from the T.C. Williams School of Law at the University of Richmond during May commencement exercises. Mrs. Bryant is a member of Delta Theta Phi law fraternity. Her husband, **Samuel F. Bryant**, received his master of education degree in counselor education from VCU this spring.

Aetna Life and Casualty Company has named **William A. Caplan** (retailing '72) as one of their top 1974 producers in the college marketing sales division. Caplan sells life insurance to seniors and graduate students in the Richmond area.

Douglas W. Flinchum (drama education '72) was stage manager for four summer productions at Mill Mountain Playhouse, located in Roanoke, Virginia. Flinchum, who has had theater experience in New York, Maryland, and New Hampshire, is administrative assistant for the Virginia Museum Theatre's repertory company in Richmond.

Norfolk entertainer **Kenneth H. Hicks** (drama '72) recently performed in an American Heritage and Performing Arts program for a Norfolk woman's club. Hicks has also appeared in the role of John Adams in *The Common Glory* production at Colonial Williamsburg.

Elaine S. Mitchell (dramatic arts and speech '72), who bears a close resemblance to the late Jean Harlow, has been signed for a role in the upcoming Universal Pictures production, *Lombard and Gable*. Miss Mitchell, who lives in Hollywood, acts under the name Elaine Marlowe. When she was a freshman at VCU she choreographed *Gypsy*, for which she received the Raymond Hodges award.

H. Dale Proctor (history and social science education '72) graduated in May from Southeastern Baptist Theological Seminary with the master of divinity-religion education degree. Proctor presently is pastor of Eureka Baptist Church, Keysville, Virginia.

Phillip Trumbo (painting and printmaking '72), a young Richmond artist with a growing reputation as a painter, filmmaker, and cartoonist, was the subject of a feature article in *Arts in Virginia*, a magazine published by the Virginia Museum.

Kenneth Valentin (law enforcement '72; master of science, rehabilitation counseling '75) is working as a vocational rehabilitation counselor at Central State Hospital in Petersburg, Virginia. Valentin is a native of Brentwood, New York.

Catholic University in Washington, D. C., has named **Errett H. Callahan, Jr.** (master of fine arts, painting and printmaking '73) to membership in Sigma Xi, an honorary research society. Callahan, who is working on his doctorate in anthropology at Catholic University, teaches several courses in archeology at VCU.

Ernest E. Gains (psychology '73) has finished his first year of medical school at Southwestern University in the Philippines. He is from Beltsville, Maryland.

Judith Fletcher Loukes (master of education, special education '73) teaches a class of emotionally disturbed children in St. Augustine, Florida. She also is on the executive board of "Jam House," a center which counsels those with drug problems.

The U. S. Air Force has promoted **John F. Monacell** (dentistry '73) to the rank of captain. Captain Monacell is an orthodontist at the USAF Clinic on Okinawa.

Air National Guard Second Lieutenant **Sidney G. Morton, Jr.** (science '73) has been awarded silver wings at Moody Air Force Base, Georgia, following his completion of pilot training. Morton's new assignment is at Byrd International Airport, Sandston, Virginia, where he will fly the F-105 Thunderchief.

Virginia filmmaker **Charles E. Noland, Jr.** (communication arts and design '73) received honorable mention for his film *Circavide* at the Ann Arbor Film Festival screening held recently at VCU. *Circavide* is an experimental film involving animation and multi-exposures. Noland is from Hagerstown, Maryland.

James B. Vigen (history '73) currently is a student at the Lutheran Theological Seminary in Columbus, Ohio, in a program leading to the master of divinity degree. As part of that program Vigen has been assigned to a fourteen-month internship in Oslo, Norway, at the American Lutheran Congregation, which ministers to the English-speaking population of that city.

Kenneth W. Willis (crafts '73), a graduate student in the crafts department at VCU, recently had a month-long exhibit of his work at the Eric Schindler Gallery in Richmond. Willis's display existed of functional and nonfunctional pieces in wood.

Jonathan Luke Andrews (administration of justice and public safety '74) was awarded a master of public administration degree June 8 at the Capitol Campus of Pennsylvania State University in Middletown, Pennsylvania.

Virginia filmmaker **F. Wayne Carey** (communication arts and design '74) received honorable mention for his film *The Blue Room* in the Ann Arbor Film Festival screening held recently at VCU. *The Blue Room* is a social documentary on prostitution. He is from Danville, Virginia.

John Dandridge, Jr. (master of hospital administration '74), who has been an administrative assistant at the Medical College of Virginia Hospitals for a year, has been promoted to assistant administrator. Dandridge has primary responsibility for the admitting and medical records functions, which include about 150 employees and 14,000,000 pages of medical records.

Dennis B. Draper, Jr. (master of social work '75) is director of social services in Powhatan, Virginia. He lives in Fork Union, Virginia.

William G. Haneke (master of hospital administration '75) has been named assistant administrator of MCV Hospitals. Haneke received his undergraduate degree in civil engineering from the United States Military Academy and later served in South Vietnam. Haneke's administrative duties include unit management, volunteer services, housekeeping, and physical and occupational therapy.

Paul S. Woody (English '75) is working as an editorial assistant in the publications office at VCU. Woody was editor of the *Commonwealth Times*, the campus newspaper, during the 1974-75 school year.

Letters

With this issue of VCU Magazine we are instituting what we hope will become a regular department of the magazine—a letters to the editor section. It's future, however, is dependent upon correspondence from you. Signed letters from alumni, faculty, and friends will be published provided that they are related to VCU Magazine and its content. Please address such correspondence to Editor, VCU Magazine, Virginia Commonwealth University, 828 West Franklin Street, Richmond, Virginia 23284. We shall reserve the right to edit letters for reasons of space and clarity.

Man or human?

In the March issue of the *VCU Magazine*, you ran an article entitled "Joy and Pain." The article itself was quite interesting, but the introduction was distressing to me.

This is International Women's Year, and a good time for all of us to try to change our masculine predilections. People in publishing have a great influence on the speech patterns of all of us, so it is most important for you people to start using the word *human* when that is what you mean, and using the word *man* when you mean specifically a male of the human species. You might even suggest an awareness of this problem to your interviewees in the future.

Roberta Pikser
Assistant Professor
Department of Theater
Virginia Commonwealth University

Making today count

Let me commend you on the high quality of articles in the *VCU Magazine*. I found the articles in the June issue about Make Today Count [an organization of the terminally ill] particularly interesting in that we are dealing with more and more terminal patients each day. Could you furnish any information as to whom I may contact to get information about Make Today Count? Is this a national organization or a local group? I would appreciate any help which you can give me.

Wyoma Garter Mooney '65
Chief Physical Therapist
Dorchester General Hospital
Cambridge, Maryland

I recently received a copy of the *VCU Magazine* dated June, 1975. I am very impressed with the article on Make Today Count and was happy to read about friends like Judy Eason, Neal Kooiman, and Pat Prest.

I was somewhat disappointed that your article did not identify the affiliation and sponsorship that the Richmond Area Unit of the American Cancer Society has with the Make Today Count organization. This perhaps could be somehow amended in future publications.

There are many Make Today Count members and friends, including Orville Kelly [founder of Make Today Count], who would like to have a copy of this publication. I would appreciate as many copies as you might spare. I can assure you that they will not gather any dust.

Thomas C. Watson
Program Coordinator
Richmond Area Unit
American Cancer Society
Richmond, Virginia

We regret that the article in the June issue about Make Today Count failed to mention that the Richmond chapter is affiliated and sponsored by the Richmond Area Unit of the American Cancer Society. Those desiring more information about this national organization for the terminally ill may contact the Richmond Area Unit of the American Cancer Society, 2500 Monument Avenue, Richmond, Virginia 23220; telephone 804/359-1308.

We are what we eat

I am really proud to be part of the MCV/VCU community, and your recent publications are worth all the work and praise they have achieved. Although my program lasted only one year, it was very rewarding to work at and to be a part of MCV. However, I feel the dietetic internship program really deserves a bit more mention in your publications. I realize it is not an actual degree program, but it is a post-graduate program leading to national certification as a registered dietitian. The state of Virginia and MCV definitely need to be recognized for their dietetic internship program. It is one of only two such programs in Virginia and one of an estimated seventy such programs in the nation. Furthermore, the role of nutrition/dietetics in comprehensive health care is receiving more and more emphasis.

Please give this program some thought and consideration for your work in the interest of the VCU/MCV community. Your support for this program is really needed.

Maggie Cramer '73
Winston-Salem, North Carolina

Words of praise

As graduates of VCU, my husband and I enjoy reading "Whatever happened to . . ." very much. We hope you will continue to produce the outstanding magazine that you are now producing.

Kathy Sheeley '66
California, Maryland

Changes of address

Although I have been divorced for over a year and it is my husband who is the alumnus of VCU, I am still receiving the *VCU Magazine*. Somehow it even managed to get my new address and follow me to North Carolina.

However, I am grateful for receiving it as I enjoy the magazine from both a personal and professional viewpoint. I'm confident the magazine will continue in the same excellence of former years.

Wilma K. Mathews
Winston-Salem, North Carolina

If you're moving, please send us your new address well in advance so that you can continue to receive the VCU Magazine uninterrupted. Just telling the post office your new address is not quite enough; it will not forward VCU Magazine unless you pay for the extra postage. After each mailing, over 1,300 copies of the magazine are undelivered because of incorrect addresses. And each correct address supplied by the post office costs us ten cents.

If your spouse is also an alumnus and you are presently receiving two copies of the magazine, please let us know so that we can eliminate duplicate mailings.

And parents, if your son or daughter no longer lives at home but still receives the VCU Magazine at your address, please notify us of their current mailing address and we'll correct our records. Thank you.



Paris and Cancún

PARIS, the city of eternal youth, awaits you for eight glorious days and seven fun-filled nights, November 10-18, 1975. You will depart from Dulles Airport near Washington, D.C., on the evening of November 10. In approximately eight hours you'll awaken to the sights and sounds of Paris. You can spend your time:

- seeing the famous sights, such as Notre Dame Cathedral, the Eiffel Tower, the Arc de Triomphe, the Louvre, and the Champs-Elysees
- sampling some of the finest cuisine in the world
- shopping for elegant clothes and perfumes
- enjoying the array of night-life
- or just relaxing along the Seine

All this and more can be yours for \$399* plus a 15% tax and service charge. This price includes round trip jet transportation, deluxe hotel accommodations, continental breakfast daily, a festive welcome dinner, a tour of the city, and a gala farewell cocktail party and dinner.

CANCÚN, the Caribbean's newest resort, is your escape from the winter doldrums, January 19-26, 1975. An island paradise off the northeast tip of Mexico's Yucatán Peninsula, Cancún has fourteen miles of white, sandy

beaches and temperatures averaging eighty degrees year round. Here you can:

- explore the nearby Mayan archaeological sites
- play tennis and golf or go snorkling and diving
- shop for outstanding values in native Mayan crafts
- sun on the beaches of the Caribbean or pool-side
- or just relax to your heart's content.

The price of the eight days and seven nights in Cancún is an unbelievably low \$299* plus a 15% tax and service charge. The price includes round trip jet transportation from Dulles Airport and, of course, deluxe hotel accommodations.

These tours are offered for alumni, faculty, and staff of Virginia Commonwealth University and their immediate families. For more information, please contact the Alumni Activities Office, Virginia Commonwealth University, 828 West Franklin Street, Richmond, Virginia 23284. Telephone: 804/770-7125.

* prices subject to change

WATCH FOR ANNOUNCEMENTS OF FUTURE TRIPS TO RUSSIA, LONDON, AND VIENNA.

Virginia Commonwealth University
Alumni Activities/Development Offices
828 West Franklin Street
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